

Vermont Young Professional Economy Pitch

April 21, 2015

Name of Organization: Town of Bennington, Bennington Young Professionals

Name of Individual/s Presenting Pitch: Michael Harrington

Challenges Facing Vermont Businesses/Specific Sector:

We are competing with states 20 times our size

- do we try to compete or create a niche?

Ideas/Suggestions to Rejuvenate Vermont's Economy:

How can VT position itself as a small biz mecca?

- maybe not stay forever, but to start

- “the verge” – where a current idea and a new idea collide

Explore how VT can get into the world of startups and emerging technologies/small biz?

- offer reduced cost for office space, incentives for small biz to grow

Bennington marketing campaign – how it can compete in the small biz market

Focus on brand, location and environment

Other Challenges we must address:

Other Comments: